

# FY 20 Organizational Goals- Advancement

Goal	Initiative	Action
1) Raise \$300,000 in Short-Term Funding or accelerated timing on gifts	Address Anticipated \$300K Shortfall in July/August	Meet with Key Stake Holders to identify Donor Targets
		Develop a list of prospects with key messaging
		Launch a crowdfunding campaign
		Request meetings with identified donors
		Meet with identified donors
2) Secure Long-Term Funding for CAP	Grant Writing	Research new funding opportunities
		Board member engagement- meet with board members to determine any potential connections to foundations
		Production of a monthly grant funding report including upcoming applications, reports and important dates
3) Expand Major Donors	Prospecting	Develop a prospect list of new donors with deadlines and action plans for each donor.
		Request contacts from all new Board members
	Annual Appeal Major Donors	Develop a quarterly outreach plan for Major Donor Prospects by Donor
		Meet with donors \$10,000 and Above
	Betty Brown Event	Request a meeting with Betty Brown
		Meet with Betty Brown
		Develop a list of fundable projects (ie transportation, learning supplies, teen center etc)
Grant Writing	Perform research on Family Foundations for Major Donor Support	
Annual Appeal- General		Develop Full Annual Appeal MAILING Calendar including Dates, Board member involvement
		Develop Donor Engagment Calendar
		Quarterly written communications to donors
	Betty Brown Event	Schedule a date for Honoring Betty Brown

4)Expand Donor base	Betty Brown Event	Develop Invitation List for event
	Annual Benefit	Confirm a Date for 2020 Event
		Identify Benefit Leadership
		Develop Draft Timeline for Event
		Determine Structure of Event, including honorees and leadership
		Develop a Budget for the Event
	Donor Communications Strategy	Develop a comprehensive quarterly communications plan to interact with donors
	Volunteer Initiatives	Develop a plan to engage volunteer from corporations, schools and churches with Carver in a meaningful way.
		Research Organizations for potential Board involvement to secure corporate support.
	Student Dance	Create a Parent Committee for the upcoming School Year
Determine dates for 2019-20 School Year		
Complete Sponsorship materials for Support		
5) Retention of Current Donors	Carver Ambassadors Initiative	Develop Quarterly Communications/Offerings for Ambassadors
		Determine if there will be a cocktail event/open house
		Create and Design a page on our website honoring the Ambassadors
		Nominate Community Builders for the List
	Annual Appeal- Cultivation	Develop a comprehensive quarterly communications plan to interact with donors
		Meet with donors \$10,000 and Above
		Develop Donor Engagment Calendar
	Annual Benefit	Confirm a Date for 2020 Event
		Identify Benefit Leadership
		Develop Draft Timeline for Event
		Determine Structure of Event, including honorees and leadership

		Develop a Budget for the Event
<b>6) Drive Program and Rental Income</b>	Program Income	Develop an advertising plan to promote revenue generating programs
	Rental Income	Develop marketing materials to promote rental opportunities at Carver
<b>7) Build Brand Awareness of Carver</b>	Brand Exposure	Develop an editorial Content Calendar
		Design and distribute Annual Report to be used for Marketing purposes - 2 year "book" when FY19 financials are ready
	Consistent and Valuable Messaging	Update Website with all relevant program updates
		Maintain a monthly online newsletter
		Develop a Carver-wide calendar for events (both fundraising and program)
<b>8) Expand Carver Center's Long-Term Fundraising Capacity</b>	Build a staffing plan	Develop a plan to acquire funding from multiple sources, which requires greater effort than from one source. Carver's long-term fundraising growth necessitates judicious growth in fundraising staff (paid and volunteer).
	Leverage volunteers for fundraising	Establish a special events committee as separate from development committee on the board. Deploy development committee to work on this initiative.
		Determine committee structures for organizational fundraising activities. Include community leaders, board members and relevant staff.
	Develop 2, 3 and 5 year plans	Develop a plan to address the long-term and near-term needs for the organization which includes seeking funding for future anticipated projects (capital, program and endowment).
Gather Thought Leaders for strategic Planning	Solicit advice from key thought-leaders in development (Lone Pine Staff; Sterling National Bank Staff; etc etc)	

<b>Deadline</b>	<b>Owner</b>
31-May-19	CS, AB
5-Jun-19	CK
5-Jun-19	CK, AL
7-Jun-19	AB, CK
28-Jun-19	AB, CS
Ongoing	CK, EF, KP
Quarterly	CS, AB
Every month, on the 5th of the month	KP
ongoing	CK
1-Sep-19	CK, AB, CS
1-Aug-19	CK
Ongoing	AB
1-Jul-19	AB
30-Jul-19	AB
1-Jul-19	AB, CK, LT
Ongoing	CK, KP
1-Aug-19	CK, AB
1-Aug-19	CK, AL
Quarterly	CK, AL, KP
15-Aug-19	AB

25-Aug-19	CK, KP
15-Jun	CS
1-Jul-19	CS, JH, AB, CK
25-Jul-19	CK, KP
1-Aug-19	Committee
15-Aug-19	CK, AB
1-Aug-19	CK, AL
30-Aug	CK, GN
1-Aug-19	CK, GN, AL
30-Aug-19	CK, KP, AL
15-Sep-19	Committee, AL
20-Sep-19	AL, CK
30-Jun-19	CK, AL
30-Jul-19	CS, JH, AB, CK
30-Jun-19	AL, CK
15-Jun-19	CS, AB, CK, KP
1-Aug-19	CK, AL
Ongoing	AB
1-Aug-19	CK, AL
15-Jun	CS
1-Jul-19	CS, JH, AB, CK
25-Jul-19	CK, KP
1-Aug-19	Committee

15-Aug-19	CK, AB
1-Aug-19	AL
30-Aug-19	AL, Business Team
1-Aug-19	AL, KP
15-Sep-19	
Monthly	AL, KP
Monthly	AL
1-Jul-19	AL
1-Sep-19	AB, CS, CK
1-Aug-19	CS, CK
1-Sep-19	
30-Oct-19	CK, AB
Ongoing	AB, CK